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# MARKET NEWS SERVICE ON LIVESTOCK MEATS WOOL

U. S. Department of Agriculture
Agricultural Marketing Service
Livestock Division
Washington 25, D. C.

AMS 344 November 1959

# Liv

## WHAT IT IS

A Government market news service on livestock, meats and wool; conducted through a nationwide system of 45 reporting offices, covering trading at major terminal markets, auction markets, and direct sales in important production areas.

Continuous for more than 4 decades – since the start of the service its main purpose has been to help place producers and others in the industry on an equal bargaining basis.

Carried out by a staff of experienced reporters, this service provides timely, accurate marketing information used by all segments of the livestock, meat, and wool industries.

Official USDA grade standards and uniform terminology are used in all reports so that comparisons may be made between markets on a nationwide basis.

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## REPORTS ON LIVES

### HOW DATA ARE COLLECTED

Trained reporters interview both buyers and sellers and by personal observation gather information on movement, supplies, demand, prices and price trends on livestock, meats and wool for release during trading hours.

At the close of trading, information collected throughout the day is quickly compiled for release to the public through all available news outlets. Market summaries are prepared weekly.

To collect marketing data on the hog trade in direct buying areas, reporters rely largely upon telephone contacts, followed by personal observation of selling operations at frequent intervals, and by checking sales' records.

Range and feedlot sales information is obtained by telephone and personal observation, and assembled at various offices in the West and Southwest.

# Market N

## OCK, MEATS, WOOL

### AREAS OF COVERAGE

Terminal market sales are reported at about 30 of the nation's principal livestock trading centers.

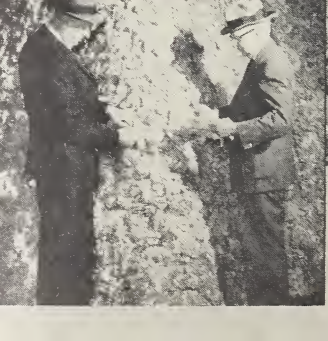
Range and feedlot direct sales are covered throughout the West and Southwest.

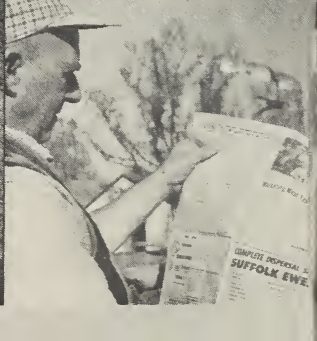
Direct marketings of hogs are reported in the Iowa-Minnesota and the Georgia-Florida-Alabama direct buying areas.

Auction sales are covered by Federal reporters at about 15 locations. State personnel under Federal technical supervision report another 65 auctions.

Wool trading is reported at the Boston primary wool market. Some coverage of sales is also provided in western wool producing areas.

Wholesale meat trading is reported at a number of important centers, with special emphasis on carlot sales.





## HOW DISTRIBUTED

Through:

| | |
|---|---|
| Radio | Bulletin Boards |
| Television | Mailed Reports |
| Newspapers | Telephone |
| Wire News Services | Telegraph |

Personal Contact

To speed its release to all news outlets, market news is flashed from coast to coast over 13,000 miles of leased teletype lines that connect most of the Government market news offices.

The reports are also fed through commercial teletype circuits to members of the trade, producer organizations and others who request and pay for this service.

Marketing information released by the Livestock Market News Service is made available free to all news outlets.

Look and listen for the reports in newspapers and over radio and television stations -- or ask for them if not being carried.

# TERMS USED IN LIVESTOCK MARKET

**SUPPLY** refers to quantity available for the current day's market, and includes the day's receipts plus any carry-over from previous days. The terms **larger** or **smaller** are used to describe the supply if figures are not available. The consist of the supply is described when significant, giving information as to the class, grade, or weight selections which predominate or are unusually scarce.

**DEMAND** is the desire to possess a commodity, coupled with the willingness and ability to buy. Demand is referred to as **good** when buyers are seeking supplies more urgently than normal for the particular market concerned, and when an opposite situation prevails, demand is referred to as **poor.**

**Good** demand is generally present when:

(1) larger supplies are bringing unchanged to higher prices;

(2) large increases in supplies are selling at unchanged prices.

**Poor** demand is usually present when:

(1) smaller supplies are selling at unchanged or lower prices;

(2) large decreases in supplies are selling at unchanged to slightly higher prices.

**TRADING ACTIVITY** is the relative pace at which sales are being made.

**Trading active** means that sales are being made at a more rapid pace than normal for the particular market concerned.

**Trading moderately active** means that sales are being made at a normal pace for the particular market.

**Trading slow** means that sales are being made at a slower pace than normal for the particular market.

**PRICES** used in reports are specific dollars and cents per hundredweight paid for a given grade and weight selection.

**PRICE TREND** refers to the direction prices are moving in relation to prices paid in the previous trading session. Trend is described as:

**Higher** - when prices for bulk of sales are measurably higher than in previous period reported on.

**Strong** - when there is a definite but not measurable leaning toward an upward price change.

**Steady** - when prices have not changed from previous period.

**Weak** - when there is a definite but not measurable leaning toward lower change.

**Lower** - when prices for bulk of sales are measurably lower than in the previous trading period.

**CLEARANCE** indicates how well supplies are taken. Complete clearance means that all offerings have been sold. Incomplete clearance may be measured numerically in number of head, or in the proportion of the supply unsold at the close of trading.

## LIVESTOCK MARKET NEWS OFFICES

| | |
|---|---|
| Amarillo, Texas | Amarillo Livstk. Auction Co., P.O. Box 668 |
| Atlanta 23, Ga. | 50-7th St., N.E., Rm. 261 |
| Baltimore 23, Md. | Rm. 3, Livestock Exchange, Union Stock Yards |
| Billings, Montana | 210 Livestock Exchange, P.O. Box 1191 |
| Boston 10, Mass. | 709 Appraisers Stores Bldg., 408 Atlantic Ave. |
| Chicago 9, Ill. | 522 Livstk. Exchange Bldg., Union Stock Yards |
| Cincinnati 25, Ohio | 210 Livestock Exchange, 3129 Spring Grove Ave. |
| Clovis, New Mexico | 504 S. Hull St., P.O. Box 168 |
| Denver 16, Colorado | 403 Livestock Exchange |
| Des Moines 9, Iowa | Rm. 205, Iowa Bldg., 6th and Grand Sts. |
| Detroit 9, Michigan | Rm. 204, Livestock Exchange, 6750 Dix Ave. |
| El Centro, Calif. | P.O. Box 675 |
| Evansville 7, Indiana | Union Stock Yards Bldg., 103 W. Louisiana St. |
| Fort Smith, Arkansas | Ft. Smith Stock Yards, Rt. 4, Box 10 |
| Fort Worth 6, Texas | Rm. 233, Livestock Exchange |
| Houston 4, Texas | 209 Livestock Exchange |
| Indianapolis 21, Ind. | 244 Livestock Exchange |
| Kansas City 2, Mo. | 760 Livestock Exchange |
| Lancaster, Pa. | Union Stock Yards, 1147 Lititz Pike |
| Louisville 6, Ky. | 231 Livestock Exchange |
| Maywood, Calif. | 555 Eastern Ave., Bldg. 901 |
| Memphis 5, Tenn. | 465 West Trigg Avenue |
| Montgomery 1, Ala. | 207 Race Street, Box 220 |
| Nashville 3, Tenn. | 214 Livestock Exchange, 901 - 2nd Ave., N. |
| Natl. Stock Yards, Ill. | Box 187, 27-31 Livestock Exchange |
| New York 13, N.Y. | 346 Broadway, Rm. 619 |
| N. Portland, Oregon | 208 Livestock Exchange |
| Ogden, Utah | 200 Livestock Exchange, P. O. Box 390 |
| Oklahoma City 8, Okla. | 232 Livestock Exchange |
| Omaha 7, Nebraska | 609 Livestock Exchange |
| Peoria 2, Illinois | Rm. 109 Peoria Union Stock Yards |
| Philadelphia 6, Pa. | 604C U.S. Custom House, 2nd & Chestnut Sts. |
| Phoenix 34, Arizona | Rm. 4, Tovrea Exchange Bldg.<br>4851 E. Washington St. |
| Red Bluff, Calif. | 1150 Jackson Street |
| San Antonio 6, Texas | 215 Livestock Exchange, P. O. Box 800 |
| San Francisco 11, Calif. | 717 Appraisers Bldg., 630 Sansome St. |
| Sioux City 6, Iowa | 225 Livestock Exchange, 800 S. Chambers St. |
| Sioux Falls, S. Dak. | 104 Livestock Exchange |
| S. St. Joseph, Mo. | 318 Livestock Exchange |
| So. St. Paul, Minn. | 201 Federal Bldg. |
| Spokane 5, Washington | Old Union Stock Yards, 3801 E. Boone |
| Springfield, Ill. | c/o Ill. Dept. of Agriculture, State Fairgrounds |
| Stockton, Calif. | Union Stock Yards, P. O. Box 805 |
| Thomasville, Georgia | 218 P. O. Bldg. |
| Tulsa, Oklahoma | Box 70, Livestock Exchange,<br>7300 Charles Page Blvd. |
| Visalia, Calif. | 733 N. Ben Maddox Way, P. O. Box 989 |
| Wichita 2, Kansas | 22 Livestock Exchange |